



WCPO

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ORDER

Print Date 10/09/12

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Flight Dates 10/10/12-10/14/12

Order Sep 00:20:00

Contract / Revision 314271 /

Product

Estimate #

NRSC & Authorized by Josh Mandel

Alt Order #

Original Date / Revision
10/09/12 10/09/12

Agency Com 15%

Billing Type Cash

Billing Contact

Order Type GENERAL

Advertiser NRSC - Mandel / Republican

Billing Cycle EOM/EOC

3299 K Street NW - Suite 200
Washington, DC 20007

Billing Calendar BROADCAST

Demographic A25-54

Agency Strategic Media Services

Rev Codes POL POL CAND

Buying Contact

Sales Office EWSDC

Product Codes PL

3299 K Street NW - Suite 200
Washington, DC 20007

Sales Region NAT

Priority P-3

Agency Ref 2

Advertiser Ref

Primary Account Executive
Daniel Baylog

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Daniel Baylog | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | |
| UNKWN | 100% | |
| WBQC | % | |
| WCET | % | |
| WCVN | % | |
| WKON | % | |
| WKRC | % | |
| WLWT | % | |
| WPTO | % | |
| WSTR | % | |
| WXIX | % | |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|--------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 34 | \$17,935.00 | \$21,100.00 | 0.00 | 10/01/12 | 10/14/12 | 34 | \$17,935.00 | \$21,100.00 |
| Totals | 34 | \$17,935.00 | \$21,100.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-----|-------|-------------------|-----------------|--------------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|------------------------|------------|
| N 1 | WCPO | 10/10/12 | 10/14/12 | M-F GMTS 5-6a M-F GMTS 5-6a | CM | 5-6a | --111-- | :30 | 3 | \$150.00 | P-3 | 0.00 | NM | 3 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/08/12 | 10/14/12 | --111-- | | 3 | | \$150.00 | | 0.00 | | | | | |
| N 2 | WCPO | 10/10/12 | 10/14/12 | M-F GMA 7-9am M-F GMA 7-9am | CM | 7-9a | --111-- | :30 | 3 | \$400.00 | P-3 | 0.00 | NM | 3 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | Week: | 10/08/12 | 10/14/12 | --111-- | | 3 | | \$400.00 | | 0.00 | | | | | |
| N 3 | WCPO | 10/13/12 | 10/13/12 | SA 6-7am SA 6-7am | CM | 6-7a | -----S- | :30 | 1 | \$200.00 | P-3 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |



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Contract / Revision 314271 Flight Dates 10/10/12-10/14/12

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:20:00

Advertiser NRSC - Mandel / Republica Product NRSC & Authorized by Jost Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 3 | WCPO | 10/13/12 | 10/13/12 | SA 6-7am SA 6-7am | CM | 6-7a | -----S- | :30 | 1 | \$200.00 | P-3 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$200.00 | | 0.00 | | | |
| N 4 | WCPO | 10/13/12 | 10/13/12 | SA GMTS 8-9a SA GMTS 8-9a | CM | 8-9a | -----S- | :30 | 1 | \$375.00 | P-3 | 0.00 | NM | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$375.00 | | 0.00 | | | |
| N 5 | WCPO | 10/14/12 | 10/14/12 | SU GMTS 8-9a SU GMTS 8-9a | CM | 8-9a | -----S | :30 | 1 | \$375.00 | P-3 | 0.00 | NM | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | | | | 1 | \$375.00 | | 0.00 | | | |
| N 6 | WCPO | 10/14/12 | 10/14/12 | SU 9-10a SU 9-10a | CM | 9-10a | -----S | :30 | 1 | \$800.00 | P-8 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | | | | 1 | \$800.00 | | 0.00 | | | |
| N 7 | WCPO | 10/10/12 | 10/11/12 | M-F 9-10a Live with Regis and Kelly | CM | M-F 9-10a | --11--- | :30 | 2 | \$300.00 | P-3 | 0.00 | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --11--- | | | | | 2 | \$300.00 | | 0.00 | | | |
| N 8 | WCPO | 10/12/12 | 10/12/12 | M-F 11a-12p M-F 11a-12p | CM | 11a-12p | ----F-- | :30 | 1 | \$450.00 | P-3 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$450.00 | | 0.00 | | | |
| N 9 | WCPO | 10/10/12 | 10/14/12 | M-F 12-1p News M-F 12-1p News | CM | 12-1p | --111-- | :30 | 3 | \$500.00 | P-3 | 0.00 | NM | 3 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --111-- | | | | | 3 | \$500.00 | | 0.00 | | | |
| N 10 | WCPO | 10/10/12 | 10/14/12 | M-F 3-4p 3-4pm Katie | CM | 3-4p | --111-- | :30 | 3 | \$200.00 | P-8 | 0.00 | NM | 3 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --111-- | | | | | 3 | \$200.00 | | 0.00 | | | |
| N 11 | WCPO | 10/10/12 | 10/14/12 | M-F 5-530p News M-F 5-530p News | CM | 5-530p | --1-1-- | :30 | 2 | \$1,000.00 | P-3 | 0.00 | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --1-1-- | | | | | 2 | \$1,000.00 | | 0.00 | | | |
| N 12 | WCPO | 10/10/12 | 10/14/12 | M-F 530-6p News M-F 530-6p News | CM | 528-6p | --111-- | :30 | 3 | \$1,000.00 | P-3 | 0.00 | NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --111-- | | | | | 3 | \$1,000.00 | | 0.00 | | | |
| N 13 | WCPO | 10/10/12 | 10/14/12 | M-F 6-630p News M-F 6-630p News | CM | 558-630p | --111-- | :30 | 3 | \$1,000.00 | P-3 | 0.00 | NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --111-- | | | | | 3 | \$1,000.00 | | 0.00 | | | |
| N 14 | WCPO | 10/14/12 | 10/14/12 | SU 6-7p News SU 6p News | CM | 558-6:30p | -----S | :30 | 1 | \$225.00 | P-8 | 0.00 | NM | 1 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | | | | 1 | \$225.00 | | 0.00 | | | |
| N 15 | WCPO | 10/10/12 | 10/14/12 | M-SU 11p Late News 11p Late News | CM | 11-1135p | --111-- | :30 | 3 | \$900.00 | P-3 | 0.00 | NM | 3 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --111-- | | | | | 3 | \$900.00 | | 0.00 | | | |



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Contract / Revision **314271** Flight Dates **10/10/12-10/14/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:20:00

Advertiser **NRSC - Mandel / Republica** Product **NRSC & Authorized by Jost** Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|--------|------|-------------------|-----------------|--|-------|----------------|----------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 15 | WCPO | 10/10/12 | 10/14/12 | M-SU 11p Late News 11p Late News | CM | 11-1135p | -- 111-- | :30 | 3 | \$900.00 | P-3 | 0.00 | NM | 3 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -- 111-- | | | | | 3 | \$900.00 | | 0.00 | | | |
| N 16 | WCPO | 10/13/12 | 10/13/12 | ABC College Football g ABC College Football Gar | CM | 1158a-4p | -----S- | :30 | 1 | \$3,500.00 | P-3 | 0.00 | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$3,500.00 | | 0.00 | | | |
| N 17 | WCPO | 10/14/12 | 10/14/12 | SU 5-6am SU 5-6am | CM | 5-6a | -----S | :30 | 1 | \$50.00 | P-8 | 0.00 | NM | 1 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | | 1 | \$50.00 | | 0.00 | | | |
| N 18 | WCPO | 10/14/12 | 10/14/12 | SU 6-7am SU 6-7am | CM | 6-7a | -----S | :30 | 1 | \$75.00 | P-8 | 0.00 | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | | | 1 | \$75.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 34 | \$21,100.00 |